

ACTION PLAN

ACTION PLAN

The previous sections of this report identified a variety of specific projects to enhance the open space, connectivity, public realm and mobility features of character areas within the Upper Westside. The action plan that follows lays out a series of policies and steps to realize the vision articulated so strongly by community stakeholders.

The plan that follows includes: an overall implementation strategy that focuses on general regulatory and redevelopment strategies; area specific implementation that emphasizes project approaches geared toward the individual design features and land use functions for character areas within the Upper Westside; and a detailed project implementation table and corresponding graphics that include information on recommended project location, description, cost, possible funding sources, and responsible implementation entities.



ACTIVE LIGHT INDUSTRIAL USES ARE PART OF THE ECONOMY OF THE UPPER WESTSIDE AND SHOULD BE PRESERVED

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OVERALL IMPLEMENTATION STRATEGIES

The strategies that follow set the framework for change and redevelopment throughout the entire study area and emphasize several key themes for the Upper Westside.

MAINTAIN LAND USE FLEXIBILITY FOR REDEVELOPMENT

The regeneration of the Upper Westside is already evident throughout much of the study area. It is critical that any policies adopted during implementation sustain this momentum and provide flexibility for creative, quality development that combines housing, work space, recreation, and retail functions both within existing industrial structures and as part of new projects.

To set the stage for quality growth with the study area, the plan proposes land use and zoning strategies shown below with an emphasis on the Quality of Life Zoning categories and the following goals:

- ☐ Encourage mixed use activity throughout much of the Upper Westside
- ☐ Add residential opportunities in proximity to job generators
- ☐ Retain a base of critical industrial operations
- ☐ Protect or reestablish healthy residential pockets
- ☐ Promote street oriented retail along corridors and discourage big box and strip retail development
- ☐ Permit appropriate scale and encourage a transition of intensity to protect smaller scale uses from larger users

Figure 20 shows general land use categories proposed in the study area. The zoning proposed in Figure 21 is intended as a preliminary framework for addressing zoning issues in the Upper Westside. Rezoning, particularly for an area as large and diverse as the Upper Westside, is a complex process that will require additional feedback from and collaboration with local stakeholders. This is a draft version from which we will begin. During the implementation phase of the plan, the City will continue to ensure opportunities for consultation with affected interests on zoning issues. Generally, the plan recommends using the City of Atlanta Quality of Life (QOL) zoning code for most of the study area. To better support the vision and goals established by the community, the plan recommends the following revisions to the existing QOL zoning categories before the recommended rezoning takes place.



NEW LAND USE REGULATIONS WILL PROMOTE STREET ORIENTED ACTIVITY



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MRC-1: Currently, this mixed-residential commercial district allows 0.696 for residential FAR and 1 for non-residential FAR. The City intends to increase the non-residential FAR of this zoning category to 1.5, thereby allowing higher density non-residential development.

MRC-2: Currently, this district allows a 3.196 total FAR with a FAR of 0.696 for the residential component. The City plans to increase the residential FAR to 1.5 for this district to allow greater intensity of residential uses.

MRC-3-C: Currently, the MRC-3 district has a 3.2 residential FAR and 4.0 non-residential FAR. Adding the following conditions the zoning prevents the development of exclusively commercial districts under this category and better serves the land use goals:

- ☐ Non-residential uses, not including live-work and office spaces, are limited to the first 2 stories.
- ☐ Sizes of individual retail, restaurant, repair or commercial recreation establishments, and clubs and lodges, shall not exceed 15,000 square feet along arterials and collector streets, such as Northside Drive, Howell Mill Road, 10th Street and 14th Street, and 10,000 square feet elsewhere.

LW: Currently, the live work district has relatively low residential (0.696) and non-residential (0.5) FAR, which cannot meet the area's needs for higher density live-work development. Also, the current district imposes other limits such as the location and operating hours of certain uses, building setback and parking. To promote more live-work options, the City proposes to add another live-work zoning category, which allows for denser (3-3.5 FAR) and more flexible development.

MR-3, MR-4-B, MR-5-B: These multifamily residential districts allow 0.696, 1.49 and 3.2 FAR, respectively. These districts also allow commercial development with no more than 5 percent of the total development.

Please see **Appendix H** for additional detail on elements of the proposed Quality of Life Zoning Districts.

FIGURE 20 – PROPOSED LAND USE

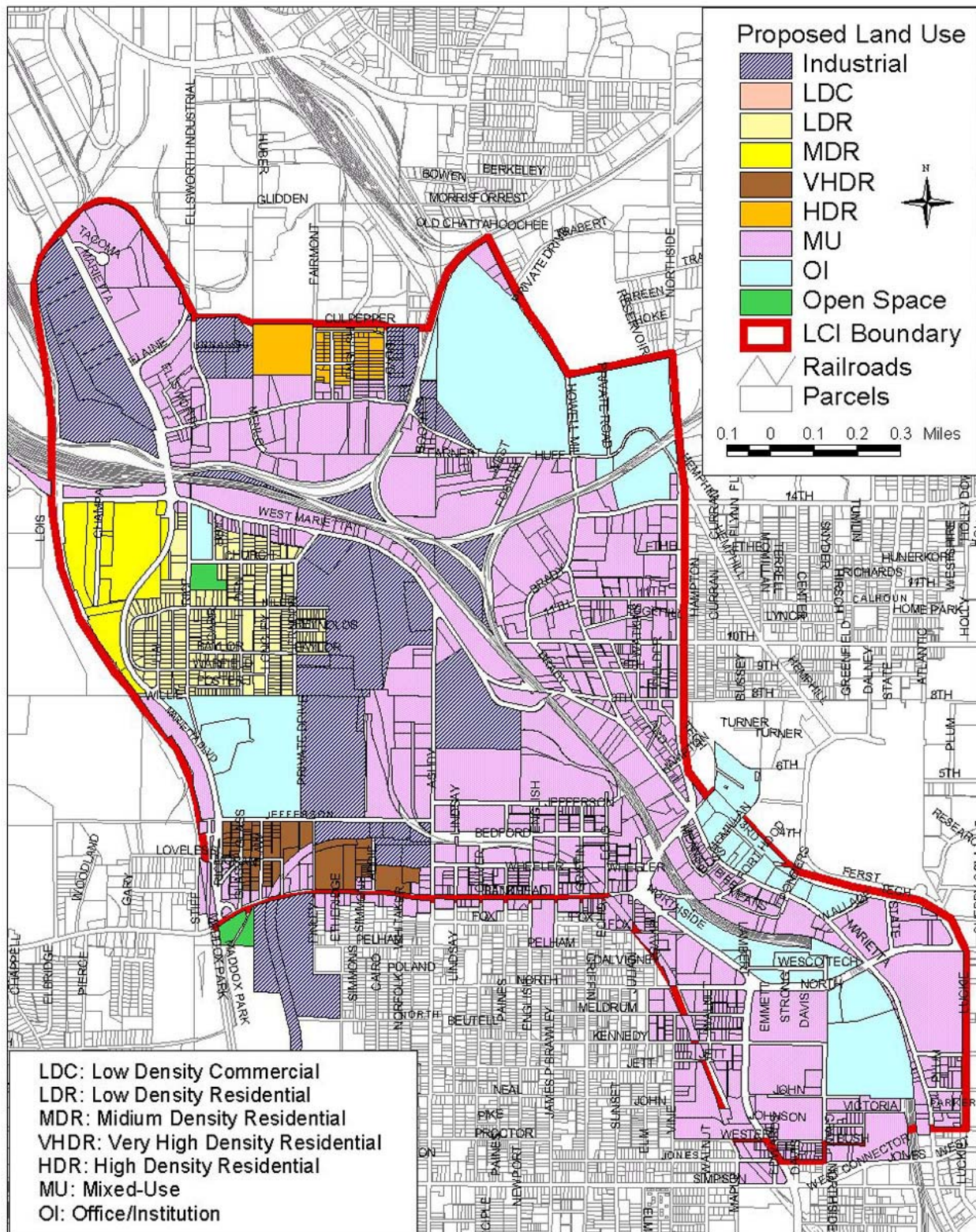
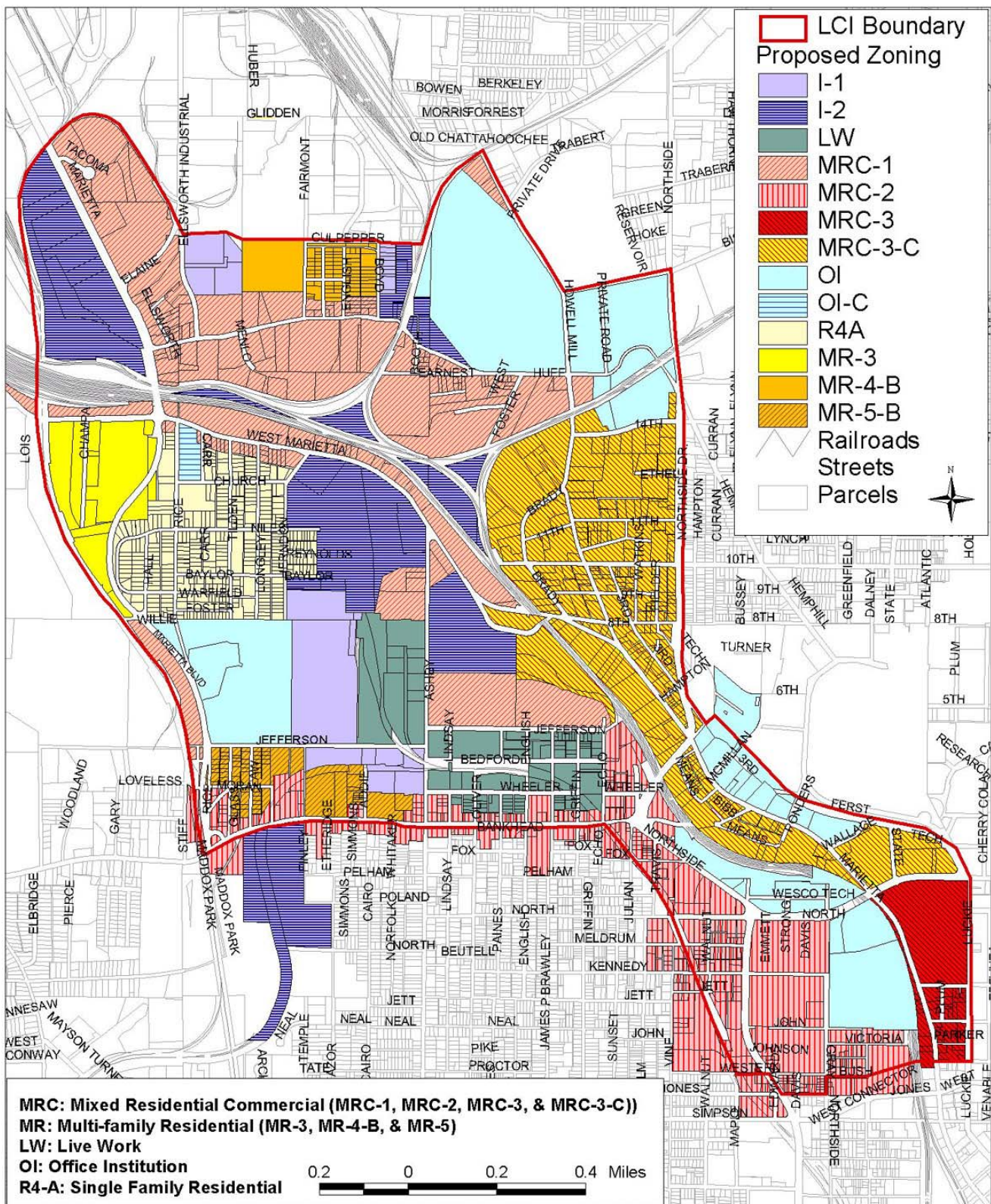


FIGURE 21 – PROPOSED ZONING



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MAINTAIN DIVERSITY

The Upper Westside is a dynamic area because of the current mix of long-time residents, new residents, students, artists, social service agencies, and small businesses throughout the area. Implementation should, therefore, emphasize approaches that promote workforce and lifecycle housing opportunities that can accommodate people of various ages and incomes and the retention of smaller scale non-profit and business uses.

Overall implementation strategies can include:

- ☐ Creating a publication to make seniors aware of existing property tax break and housing rehabilitation programs with contact information about how to take advantage of available assistance.
- ☐ Working with large employers to create incentive programs for lower-income employees to encourage the purchase of homes in nearby neighborhoods, thus strengthening neighborhood revitalization and home ownership.
- ☐ Exploring opportunities to grant both current and future small businesses funding to assist with screening, site design and façade improvements so that businesses can physically integrate with a revitalized street front.
- ☐ Establishing a Community Development Corporation (CDC) that supports local business retention and growth and capitalizes on the unique market characteristics of the area by emphasizing affordable working and living space for artists. For example, the CDC would develop live/work studio projects for low-income artists with arts-related gallery and work spaces on the first floor to reinforce revitalization along the streets. Existing local businesses could also tap into CDC funds to facilitate building and site improvements.
- ☐ Promoting affordable housing bonuses through regulation, such as the City's Quality of Life Zoning Districts.
- ☐ Providing incentives for the inclusion of non-profit and social service agencies as tenants in mixed use projects.

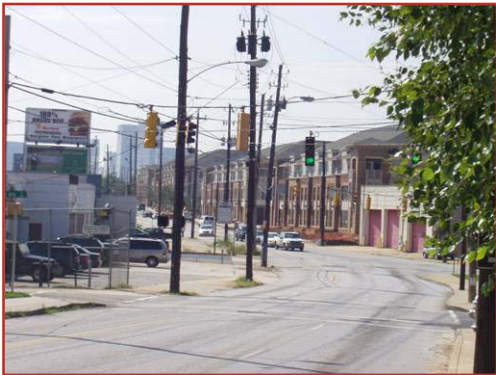


INDUSTRIAL LAND USES ARE PART OF THE UPPER WESTSIDE'S DIVERSE LAND USE MIX

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ENHANCE THE PUBLIC REALM

Though the Upper Westside is quickly transforming itself, the area still lags in the quality of its public and community spaces. The area lacks many of the “third places” – not places to live or work, but places for people to gather and the places from which an area draws its identity. Large industrial and institutional uses that often turn away from the street further exacerbate the absence of unifying spaces. The result is a disorienting and physically disconnected area that cannot as yet sustain an active, urban street life.



Implementation strategies, therefore, should put a premium on developing the open spaces, streetscapes, and parks, particularly along key corridors, such as Marietta Street, Howell Mill Road, Northside Drive and Donald Lee Hollowell Parkway that create the places where people can interact.

Also, critical to this area is a coordinated system of wayfinding elements, such as signs or public art, that can direct visitors to places of interest throughout the study area. Orientation features are especially critical at the nodes identified as part of the plan.

LEVERAGE INVESTMENT WITH EXISTING PROGRAMS

The City of Atlanta has targeted portions of the Upper Westside, particularly its southern portions, as a high priority for economic revitalization. As a result, a variety of development programs are available to support qualified investment opportunities. Examples of available tools include:

- ☐ Renewal Communities
- ☐ The Westside Tax Allocation District
- ☐ Urban Enterprise Zones



WAYFINDING SIGNS SHOULD ALSO REFLECT THE POST INDUSTRIAL LOOK OF THE AREA

The Issues and Opportunities section contains maps and information on the Community Renewal Program and the Tax Allocation District. The Urban Enterprise Zone is a designated district within an economically challenged area where the City of Atlanta and Fulton County may abate ad valorem taxes on new development and rehabilitation and also waive associated development impact fees to encourage private investment. Several projects within the Upper Westside have used the Urban Enterprise Zone designation. The City of Atlanta and the Atlanta Development Authority also have a variety of programs to encourage the rehabilitation and development of workforce housing.

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ESTABLISH PARTNERSHIPS

The Upper Westside is fortunate to have many strong and active advocates to advance the revitalization process, including The Marietta Street Artery Association, The Home Park Community Improvements Association, The Northside Business Group, The Bethursday Development Corporation, and The English Avenue Development Corporation. These community interests have joined during the LCI planning effort to articulate a vision for the Upper Westside and an effective implementation strategy must emphasize their continued collaboration toward their inter-related goals.

A critical component of implementation will also be the link between community-based groups and the many institutional and private sector interests in the study area. Community groups should continue dialogue with the institutional and private stakeholders that have been engaged in this process and strive toward public/private partnerships to fund and implement initiatives, such as employer assisted workforce housing and major public realm improvements.

In addition to support from the private sector, the community can partner with a variety of public entities to put their vision to work, including the City of Atlanta, MARTA, the Atlanta Housing Authority, and the Atlanta Development Authority.



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PROMOTE ENVIRONMENTAL SUSTAINABILITY

Many residents and businesses in the Upper Westside are involved in creative endeavors and the adjacency to educational institutions provides this area with a young and intelligent clientele seeking diversity and innovation in their choice of inhabitable structures.

As such, developers should be aware of the LEED (Leadership in Environmental Design) certification system for construction. A LEED certification is both marketable and demonstrates an efficient use of finite resources and materials. The LEED scoring system addresses issues such as remediation of existing contaminated sites, the reduction of light bleed, reduction of the Heat-Island affects, water conservation, and the development and support of alternative means of transportation. Appendix D contains an example of a LEED qualifying development project in the Upper Westside area.

Wastewater treatment capacity is also a critical environmental issue for the Upper Westside. The study area falls into two City of Atlanta Sewer basins. The area to the southwest of Marietta Street/Norfolk Southern railroad corridor is within the Proctor Creek Basin, and the area to the Northeast is part of Peachtree Creek Basin. Currently, the area in Proctor Creek Basin and on the north side of Hollowell Parkway has limited sewer capacity, which means that development requires conditional permits.

The City of Atlanta will coordinate with the Department of Watershed, Planning and developers to improve the sewer system based on priorities for the City and a determination of the best means for accommodating new development. The Department of Watershed will also consider partnerships with developers to enhance sewer capacity.

The City should also support sustainable ways to reduce the burden on existing wastewater and stormwater treatment systems, by urging developers to incorporate the following elements in their projects: on-site retention through greenroofs, cistern irrigation for rainwater retention and use, rainwater use within buildings, porous paving, waterless fixtures, and covered parking areas.



REDEVELOPMENT IN THE UPPER WESTSIDE IS WELL SITUATED TO QUALIFY FOR LEED CERTIFICATION

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REDEVELOPMENT GUIDELINES

The following set of guidelines are intended to shape how the study area positions itself to capture potential demand for retail, residential, and office-industrial space and to propose next steps for achieving market potential. For the complete Redevelopment Guidelines, see **Appendix F**.

Clearly there is a potentially strong demand for new retail and residential development in the study area. Implementing a successful redevelopment program will pivot on the study area's ability to offer businesses, residents and customers an environment different from what they can find elsewhere in the region.

The following guiding principles should be considered throughout the redevelopment process:

Brand the District. The Upper Westside must perceive itself as a product and market itself to compete with other nearby business districts. Developing a brand theme upon which all other initiatives are based – e.g., logo, urban design, signage, advertising, marketing collateral, website, etc. – is a key step in the marketing process.

Looks Count. The study area must recreate itself as a vibrant, clean and safe business district in the eyes of prospective businesses and target markets.

Cluster and Focus. A critical component of retail development is the creation of a compact, unified district with complementary businesses that benefit from each other's sales, customers and markets. The study area has already established a successful cluster of home furnishings businesses and should continue to differentiate other niche markets, such as photography, graphic design, fashion or fine art. Character areas and nodes are a useful way to organize complementary businesses.



UNIQUE ARCHITECTURAL DESIGN IS MARKETABLE
IN THE UPPER WESTSIDE - 'DIFFERENT IS GOOD'

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Different is Good. The Upper Westside has the potential to set itself apart from Atlantic Station as well as area malls and shopping by attracting one-of-a-kind businesses. Unique restaurants (ethnic, gourmet/ethnic market, sidewalk cafes) and smaller, unique stores (potentially homegrown) should be the focus of business recruitment efforts.

Based on demographic characteristics of Intown and Regional Market Area residents, Tapestry data, retail spending and purchasing activity of Intown and Regional Market Area residents, community input, consideration of target markets, the supply and quality of existing retail establishments in the retail market and study area, physical constraints of the study area and retail trends, the types of specialty retail goods that would be best suited for the study area include: men's and women's apparel (trendy, vintage, locally designed), shoes, jewelry, home furnishings/accessories, florist/garden supplies, sports/outdoors supplies, architectural antiques, bookstore, gifts/cards/toys, bookstore/magazines, music, pet supplies, cosmetics and galleries specializing in a variety of artistic mediums (e.g., photography, iron welding, oil paintings, pottery, folk art, rug weaving, etc.).

The types of convenience and personal care businesses that would appeal to area residents (particularly those living within and immediately surrounding the study area) include: specialty markets (gourmet, ethnic, health, etc.), video rental, drycleaners/laundry, film processing, alterations, shoe repair, gym/yoga studio, barbers shop, day spa, mail/copy center, wine/liquor store, bike repair, and framing stores.

An additional attraction in the study area would be a Saturday morning farmers market that offers fresh/organic produce, baked goods, meats, breakfast, goods from community merchants as well as live entertainment. Farmer's markets are placemaking activities, offering customers a unique experience and would appeal to intown residents across all income ranges and age groups. With low start-up costs and virtually no competition, organizing a Saturday morning market could be an effective and manageable way to attract area shoppers.



THE 'DESTINATION RETAIL' MARKET IS LIKELY TO CONTINUE TO GROW IN THE UPPER WESTSIDE

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Know What the UWS Has to Offer. One of the best strategies for recruiting developers is to be able to provide an inventory of available real estate, and better yet, be in the position to bring key properties to the table. Sites and buildings should be ranked according to their potential for redevelopment or locational importance, categorized as a short-term or long-term potential initiative and marketed via collateral specification sheets.

Walk, Walk, Walk. To overcome existing negative perceptions of the study area, creating a safe, pleasant and convenient atmosphere for pedestrians should be a priority redevelopment initiative.

Value Added Recruitment. Attracting businesses that serve the needs of nearby residents (e.g., day care, laundry/dry cleaning, bank, etc.), that hire and train neighborhood residents or are owned by nearby residents, will help to strengthen the surrounding community. Establishing a business incubator to facilitate start-up businesses owned by area residents – businesses that may remain and expand in the study area long term – is another option.

Low Impact. As the study area continues to build a residential base, attracting “low impact” businesses will be key.

Safety First. Customers and residents of new housing will need to feel safe. Security features such as alarm systems, controlled access to parking and interior areas, exterior lighting, intercoms, illumination of all areas where residents circulate and design features that discourage crime will be a requirement of new housing in the study area. Housing units that are elevated above retail and parking foster a sense of security.



ANOTHER UPPER WESTSIDE DEVELOPMENT OPPORTUNITY

ACTION PLAN

Get The Word Out. Effective forms of communication include newsletters, websites that keep potential residents up-to-date on special events and organizing a speaker's bureau.

Real Communities Work. Offering a variety of housing options that meets the needs of varying income and age groups helps create authentic, vibrant and sustainable communities. While land prices are increasing in the study area, "deals" can still be found relative to other intown neighborhoods. As redevelopment progresses, however, land/housing prices will inevitably increase. Encouraging smaller unit size, denser development, in-law/accessory units in single family development are just some examples of ways to keep housing prices down. Housing and studio space for struggling artists could enhance the study area's image as a cultural enclave but will almost certainly require some level of subsidy.

Also, taking steps to ensure that long time residents can remain in the community – particularly seniors – as redevelopment progresses through such measures as equitable property taxes, home repair grants and debt counseling will help maintain a variety of income groups in the study area. Establishing a housing revolving loan fund to offset down payments, closing costs and renovations is one potential strategy to attract and maintain a variety of income groups.



BUSINESSES THAT SERVE THE NEEDS OF LOCAL RESIDENTS HELP BUILD COMMUNITY

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Next steps for redevelopment of the Upper Westside should include:

- ☐ Create a brand identity for the study area to be incorporated in all marketing and development initiatives (logos, brochures, website, building design, etc.)
- ☐ Investigate possible incentives to lure artists to the community (e.g., affordable housing/studio space)
- ☐ Work to help ensure that existing residents are able to remain in the community as redevelopment progresses (e.g., home repair programs, education regarding property tax breaks for senior citizens, fair tax assessments, etc.)
- ☐ Adopt measures to maintain housing affordability (e.g., revolving loan fund, unit size restrictions, in-law/accessory units in single family development, etc.)
- ☐ Investigate feasibility of providing incubator space for entrepreneurs living in the area
- ☐ Prepare an inventory of existing sites/buildings within the core redevelopment area that includes ownership, condition, use, value of land, lease rates/terms, etc.
- ☐ Develop collateral marketing materials (i.e., CD-ROMs, market opportunity fact sheets, prospect packages, etc.) specifying potential redevelopment opportunities in the study area
- ☐ Create and maintain referral networks with area brokers, economic development agencies, developers, etc. and educate them regarding the types of businesses, housing and activities most appropriate for the study area
- ☐ Invest in developing a website specific to the study area that communicates its identity to existing and prospective businesses, residents and customers. Train county/city staff to update site
- ☐ Enable developers and prospective businesses to access downloadable recruitment material and applications
- ☐ Institute a community wide “clean-up” program, with emphasis on high traffic areas



AREA BUSINESSES SHOULD WORK TOGETHER TO CREATE A UNIQUE BRAND IDENTITY FOR THE AREA AND MARKET THAT IDENTITY

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AREA-SPECIFIC IMPLEMENTATION

In addition to general implementation approaches that affect the overall area, there are four key area specific strategies that are essential to laying the foundation of the plan:

- ☐ Urban design guidelines
- ☐ Historic preservation
- ☐ Arts and high tech based economic development
- ☐ Urban Business Park Model (English Avenue North and Employment Areas)

URBAN DESIGN GUIDELINES

The guidelines are intended for use primarily in the Marietta/Howell Main Street, Huff Design, Employment, and Education/Arts/Research character areas.

Goal

The goal of these guidelines is to communicate with developers, community members and local officials about the distinctive built qualities of the Upper Westside and to illustrate appropriate rehabilitation and new construction practices that reinforce and integrate with the unique character of the area.



DEFINING DESIGN CHARACTERISTICS OF THE UPPER WESTSIDE
INCLUDE INDUSTRIAL SCALE AND LARGE SCALE WINDOWS

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Historic Context

The Upper Westside of Atlanta was the industrial backbone of Atlanta from about 1890 to about 1940. Many railroads terminated in the west side and were lined with thriving businesses and factories. Business, commercial, warehousing, and industrial structures were very straightforward responses to accommodating their intended functions. Modest housing for workers was also interspersed throughout the area.

Historic building types in the area include:

- ☐ Factories
- ☐ Railroad structures
- ☐ Livestock and slaughter houses
- ☐ Warehousing
- ☐ Small industrial applications
- ☐ Retail
- ☐ Hotels
- ☐ Housing
- ☐ Institutional



THIS HISTORIC BUILDING DISPLAYS ART DECO INFLUENCES

Materials traditionally used have been durable and often commonplace, including:

- ☐ Brick
- ☐ Metal siding
- ☐ Stucco
- ☐ Concrete block
- ☐ Glazing

Historic building characteristics feature:

- ☐ Flat or low slope roofs
- ☐ Straightforward facades with straightforward, uncomplicated articulation of masses
- ☐ Simple, unadorned, straightforward detailing with little elaboration



HISTORIC BUILDING - BRICK, CLOSE TO THE STREET, FLAT ROOF, SIMPLE FACADE

Historic architectural styles are:

- ☐ Vernacular industrial
- ☐ Art deco
- ☐ Modern

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Historic siting characteristics have a minimal setback from the street.

Guidelines For Rehabilitation and New Construction

The Upper Westside is in transition from a traditional industrial and warehousing base to residential, retail, commercial and office uses. However, the defining character of the Upper Westside owes its nature to its industrial and warehousing past and adjacency to railroads. The goal of these guidelines is to help preserve this unique, evolving “post industrial” character.



ANOTHER EXAMPLE OF HISTORIC ARCHITECTURE IN THE UPPER WESTSIDE

The City of Atlanta has two tools available to enforce desired urban design character: historic district designations and zoning. The report describes historic preservation strategies in a later section. The City, over time, will rezone the Upper Westside from primarily industrial uses to the new Quality of Life mixed-use zoning. The Quality of Life districts require development to incorporate some of the minimum design elements identified below, such as massing, site planning, fencing, and fenestration. To promote adherence with additional elements that are appropriate to the specific design character of the Upper Westside, such as materials, the City would attach conditions to the rezoning of property. In the interim, the Upper Westside subscribes to the spirit of the design guidelines offered below.

Rehabilitation should respect the character of the structures of the district. New construction should not attempt to imitate the old, but should respect the historic fabric through innovation and adaptation of historic language (not mimicry). Rehabilitation and new construction should be compatible to the district with respect to the following:

Materials

Type, color, texture and scale of materials should be durable, honest in their use, and practical in application and expression of building construction. They should reflect the character of the district as described above.

Massing Characteristics

Relationship of the building to the surrounding buildings should be compatible with the district in terms of setback, height, and scale. Relationship of the buildings parts to each other should also be compatible with the district.

Definition and continuation of the street edge through building massing is very important. The definition of meaningful exterior space for public use space through building massing is key to the district goals.

Roofs should be flat or of low slope and, if visible, consistent with acceptable roofing materials in the district. Asphalt shingles, in particular, are not considered acceptable.

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Form, Fenestration

Rhythm, placement of windows and doors should be compatible with the buildings in the district. Large areas of glazing are desirable.



AN EXAMPLE OF COMPATIBLE NEW CONSTRUCTION

Architectural Details

Architectural elements such as cornices, lintels, sills, storefronts and masonry patterns should be compatible with the surrounding area.

Landscaping

Landscaping concepts for the district is in a process of evolution. Lack of landscaping has been the historic norm. A spare approach to landscaping with a focus on hardscapes remains desirable. However, the district seeks order in all street features and amenities and recommends burial of utilities along street frontages.

Site Planning

Parking should preferably be located behind or below buildings and buildings should come toward the sidewalk in order to help establish a street edge. Parking decks should be internal to projects and should have minimal street facades. If parking decks have significant street exposure, then the ground floor should be organized to allow office or retail uses adjacent to the street.

The plan strongly encourages creation of accessible, public open space. Even small areas can serve as a major amenity for the community.

Corridors

Main corridors are envisioned as mixed use urban boulevards that support pedestrian and street-level activity with an uncluttered, attractive public streetscape.

Visibility

Provide increased visibility (into and out of occupied spaces at the street frontages). “Eyes on the street” increases safety for pedestrians and the quality of pedestrian routes through the district. Programmatic uses should be located in the front of the building during a majority of the day.

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Planning Philosophy

The Upper Westside has seen many changes and is likely to see many more, so an adaptability of buildings and sites to changes in uses is considered desirable.

Minimize curb to slab vertical transitions. Establish the possibility to expand convenience and service-oriented portions of the building program beyond current market demand. It is very likely that the population of the Upper Westside will continue to grow rapidly for the next 10-20 years.

Diversity

Develop projects with sensitivity towards the current residents of the area. Seek to include the institutions and people who have been a part of this community for a long time. Long time residents, businesses, and institutions create the rich and distinct character of the Upper Westside.

Renovation

Renovate and refurbish existing buildings within the area so as to integrate with the community and reinforce the character of the Upper Westside. Existing buildings that contribute to the character of the Upper Westside should be conserved, where possible. Existing architectural details should be repaired or replaced where possible.

Waste Handling

Space for refuse/recycling should be provided and screened from the sidewalk/street and public view. Recycling is encouraged in every project.



RENOVATION OF EXISTING BUILDINGS IS DESIRABLE WHERE POSSIBLE

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Mechanical Components

Locate and screen mechanical components in areas not visible from the public right-of-way. Sustainable practices in the development of building mechanical systems and water management are highly encouraged to decrease the burden on the local and regional infrastructure.

Fences

Projects should permit openness to the community both visually and in application. The use of fences is discouraged. Where used, fences should be of high quality, permanent materials, set back from the public right of way, and as low as possible to achieve their purpose.

Street Grid

Establish new streets and sidewalks to achieve connectivity consistent with the City of Atlanta Quality of Life Ordinances.

Market and Environmental Responsibility

Promotion of LEED certified construction and development as described earlier.

Please see **Appendix E – Urban Design Guidelines** for images of significant buildings in the area, examples of context appropriate restoration, and context appropriate new construction.



HISTORICALLY BUILDINGS IN THE UPPER WESTSIDE HAD
SIMPLE DETAILING IN CORNICES, LINTELS, SILLS, AND STOREFRONTS

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HISTORIC PRESERVATION

Historic preservation strategies should be specifically geared toward the Howell Station and Knight Park neighborhood, the Interlocking District, and the Means Street District.

The Upper Westside has three federally listed historic districts. The decision to pursue a local historic designation for any of these areas, however, remains with neighborhood residents and property owners. Stakeholders should consult carefully with the Atlanta Urban Design Commission whether to pursue Historic District designation. This designation would require property owners to adhere to design guidelines, but it would provide important protections to preserve community character and prevent unnecessary demolitions and inappropriate new developments. Local historic designation also established the availability of financial incentives for renovation and job creation.

The Atlanta Urban Design Commission administers three types of local historic review in the following order of review control:

- ☐ Landmark district
- ☐ Historic district
- ☐ Conservation district

Local historic designation requires the signatures of property owners (though unanimity is not required), a photographic survey, a proposed boundary, and proposed regulations.

Nomination for local historic designation is done on a neighborhood-by-neighborhood basis and, if approved, results in an overlay in addition to the underlying zoning of the district.



THE CARRIAGE WORKS IS PART OF THE MEANS STREET HISTORIC DISTRICT

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Since the study area has lost much of its historic integrity over the years, the Upper Westside is likelier to have individual candidates for local preservation, rather than whole districts. Some of the structures that most strongly reflect the area's history as rail-based center of industrial activity, worker housing, and street-based retail include:

- ☐ United Butchers Abattoir /Stoval /West Side Market
- ☐ E. Van Winkle Gin and Machine Works/The Murray Company
- ☐ Puritan Soap Company/Puritan Mill
- ☐ H. B. Davis Building/Hotel Roxy
- ☐ Standard Oil Company Inc. of Kentucky / Atlanta Contemporary Art Center
- ☐ Atlanta Buggy Company and Ware-Hatcher Bros. Furniture Company/The Carriage Works
- ☐ Atlanta Spring Bed Company - Block Candy Company
- ☐ City of Atlanta Waterworks property
- ☐ White Provision Building
- ☐ Saddle Shop
- ☐ S.E. Meat Company



WHITE PROVISION BUILDING



THE SADDLERY

ACTION PLAN

ARTS AND HIGH TECH BASED ECONOMIC DEVELOPMENT

The purpose of this strategy is to build on the emerging identity of the Upper Westside as a grass-roots arts center by promoting arts based economic development strategies. These concepts are especially relevant for the Arts/Education/Research, Huff Design, and Marietta/Howell Mill Main Street.

The elements of a community-based economic approach would include:

- ☐ Creation of a community development corporation that specializes in affordable live-work spaces for artists and retention and growth of small businesses
- ☐ An emphasis on revising existing mixed use zoning categories to create more flexible and varied live-work options
- ☐ Creation of an organization to market jointly for individual artists and galleries and to recruit artists to the area
- ☐ Encourage the use of locally produced art in public spaces and streetscapes within the Upper Westside, particularly in identified gateways and nodes

Successful national models for economic development in arts communities include the Gateway Arts District in Prince Georges County, Maryland and Artspace Projects, Inc. in Minneapolis, MN.

Since the Upper Westside also draws from the creative energy of students, researchers and professionals, the area should promote an identity as a metropolitan “hot spot” with infrastructure to support WiFi and other emerging technologies. Georgia Tech, for example, plans incubator space in the study area to facilitate the start-up and growth of science and technology-based businesses.



IMAGE FROM GATEWAY ARTS DISTRICT PLAN

ACTION PLAN

URBAN BUSINESS PARK MODEL

This implementation strategy should be specifically geared toward the English Avenue North and Employment areas with a particular focus on current industrial uses along Lowery Boulevard, Jefferson Street and Wheeler Street. The urban business park model promotes revitalization and investment through the provision of flexible, hybrid components that can accommodate industrial, office or show room users, including small niche office activities.

The concept of a business park is to offer a mix of office/industrial space where the proportion of office to industrial varies widely based on function. “Flex” space is highly marketable throughout the Atlanta metro area, providing an alternative to higher office rents. In fact, business park space has been called the “office substitute.” Many users need more space than traditional office projects for showrooms, storage, work space, and light assembly. The concept of an urban business park should be marketable in this area. However, the space must be flexible enough to accommodate a wide range of large and small users.

Market analysis has shown that those spaces that are most suitable for the study area market are small and adaptable. These spaces can accommodate a variety of uses found in the study area – small office spaces, showrooms, or light industry serving downtown businesses. Also these small, flexible spaces build on the adaptable economic development plan of the study area to accommodate many types of businesses and uses. These small spaces create the opportunity for growing enterprises to get their start at an affordable price.

In many ways this real estate model for the Upper Westside is similar to the ‘business park model.’ However, the Upper Westside is different in that it is an urban business park model. It provides the flexible and adaptable spaces that help businesses grow, but within an urban context of connected, complementary land uses and transportation alternatives.



PURITAN MILL IS A SUCCESSFUL EXAMPLE OF THE URBAN BUSINESS PARK CONCEPT



ACTION PLAN

PHASING STRATEGY

The Implementation table that follows lists a series physical improvements projects and regulatory actions to be taken over the next 15 years within the Upper Westside. The table assigns the following general phasing to each project, along with specific engineering and construction years.

Phase I – actions be taken over the next 5 years

Phase II – actions to be taken over the next 10 years

Phase III – actions to be taken over the next 15 years

The Five Year plan identifies those actions that address the most pressing community needs as expressed during the planning process and lay the foundation for investment and quality growth in the Upper Westside. The LCI sets the following general top priorities among individual projects based upon public feedback, analysis of current conditions and trends, and an understanding of strategic points for intervention within the community. The priorities reflect the prominence of the Marietta/Howell Mill Main Street area as the central, organizing element of the Upper Westside, but also recognize that English Avenue North requires short-term catalytic action to spur redevelopment and build economic momentum. The actions as listed are also intended to reinforce the issues most consistently raised among stakeholders: the lack of open space in the study area, the adjacency of often incompatible uses as the area transitions from primarily industry to mixed use; and the desire to preserve the diversity of uses, people, and activities in the area.

The general priority actions for the Upper Westside LCI area:

- ☐ To enhance the public realm along Marietta Street and Howell Mill Road
- ☐ To preserve diverse, but compatible land uses through mixed use Quality of Life zoning and urban design guidelines
- ☐ To provide safe public access to the green space around the Atlanta Waterworks
- ☐ To enhance the public realm along Donald L. Hollowell Parkway
- ☐ To enhance the public realm along Northside Drive
- ☐ To preserve the diversity of residents and businesses through organizational partnerships and mechanisms such as a Community Development Corporation that places a special emphasis on affordable housing, live/work spaces for artists, and the retention and revitalization of existing small businesses

Specific priority transportation projects intended to support these most critical actions are:

- ☐ Marietta Street/Howell Mill Road Streetscape (P-1)
- ☐ Donald Lee Hollowell Parkway Streetscape (P-3)
- ☐ Howell Mill Road/Marietta Street Crossing (X-2)
- ☐ Bishop Street & Howell Mill Road Intersection Improvement (I-1)
- ☐ Huff Road Corridor Improvement (IR-4)
- ☐ Donald Lee Hollowell Pkwy Corridor (near Northside Drive intersection) (IR-1)

FIGURE 22 – PROPOSED PEDESTRIAN PROJECTS

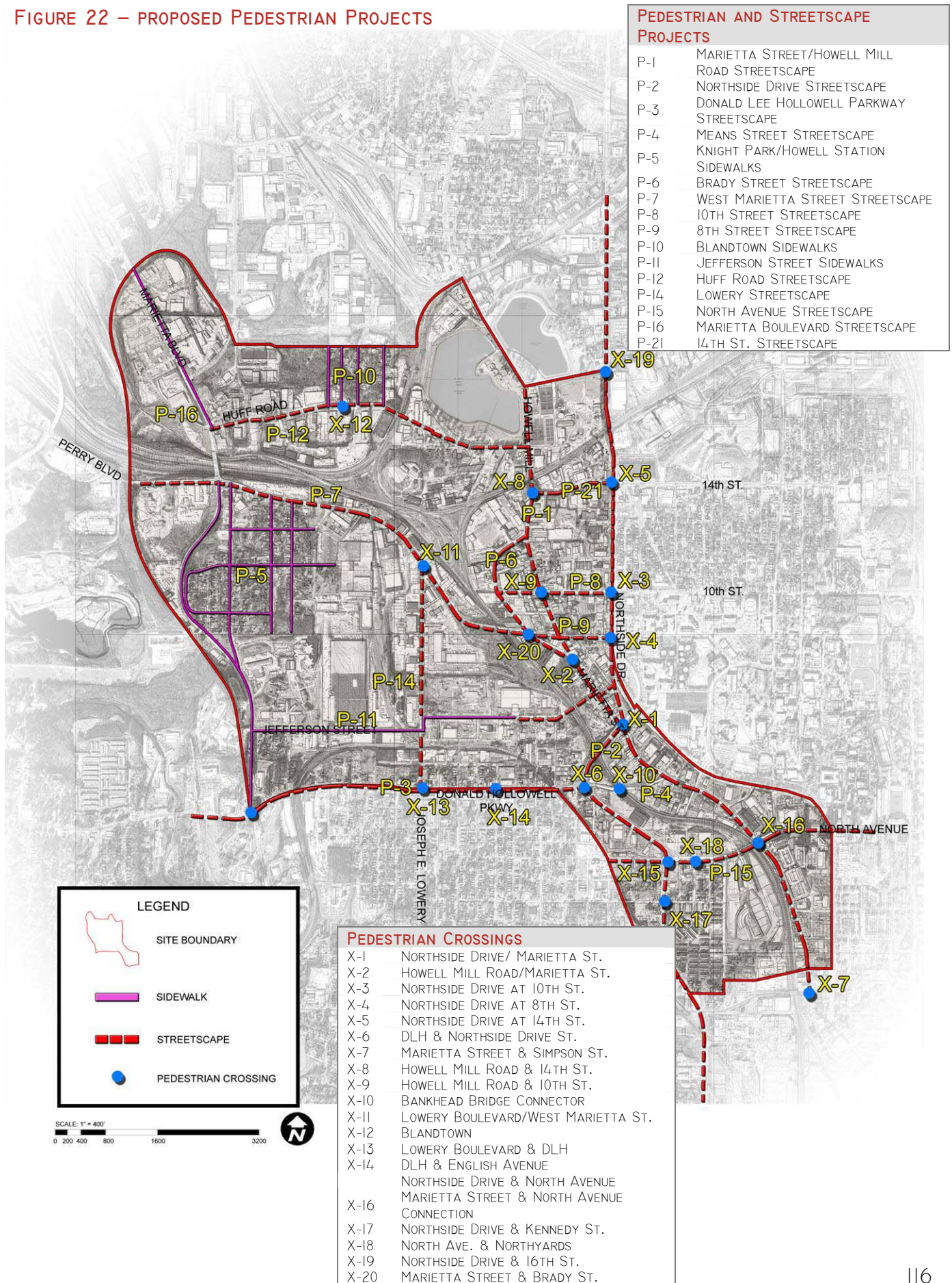


FIGURE 23 – PROPOSED OPEN SPACE PROJECTS

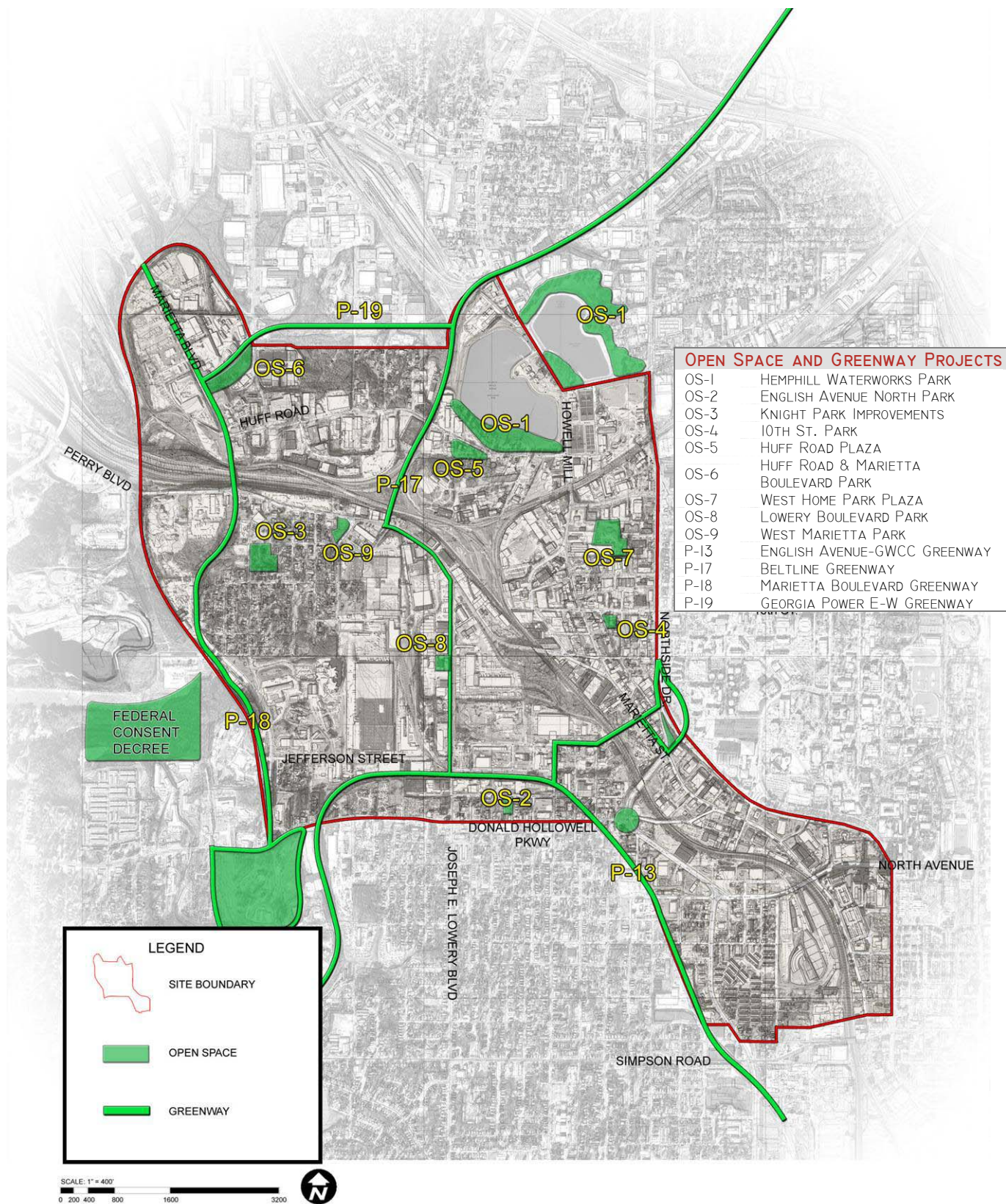


FIGURE 24 – PROPOSED TRANSIT OPPORTUNITIES

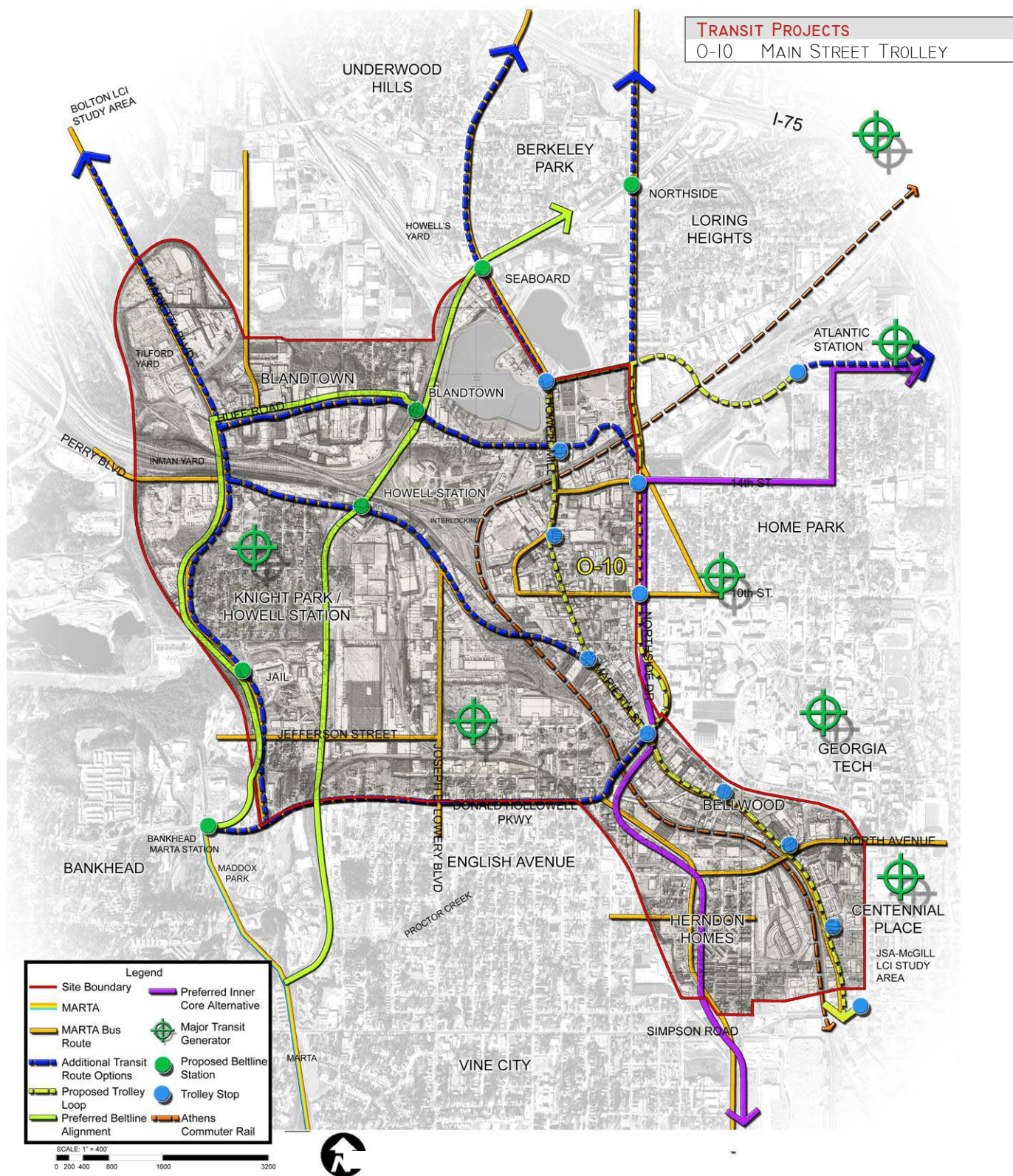
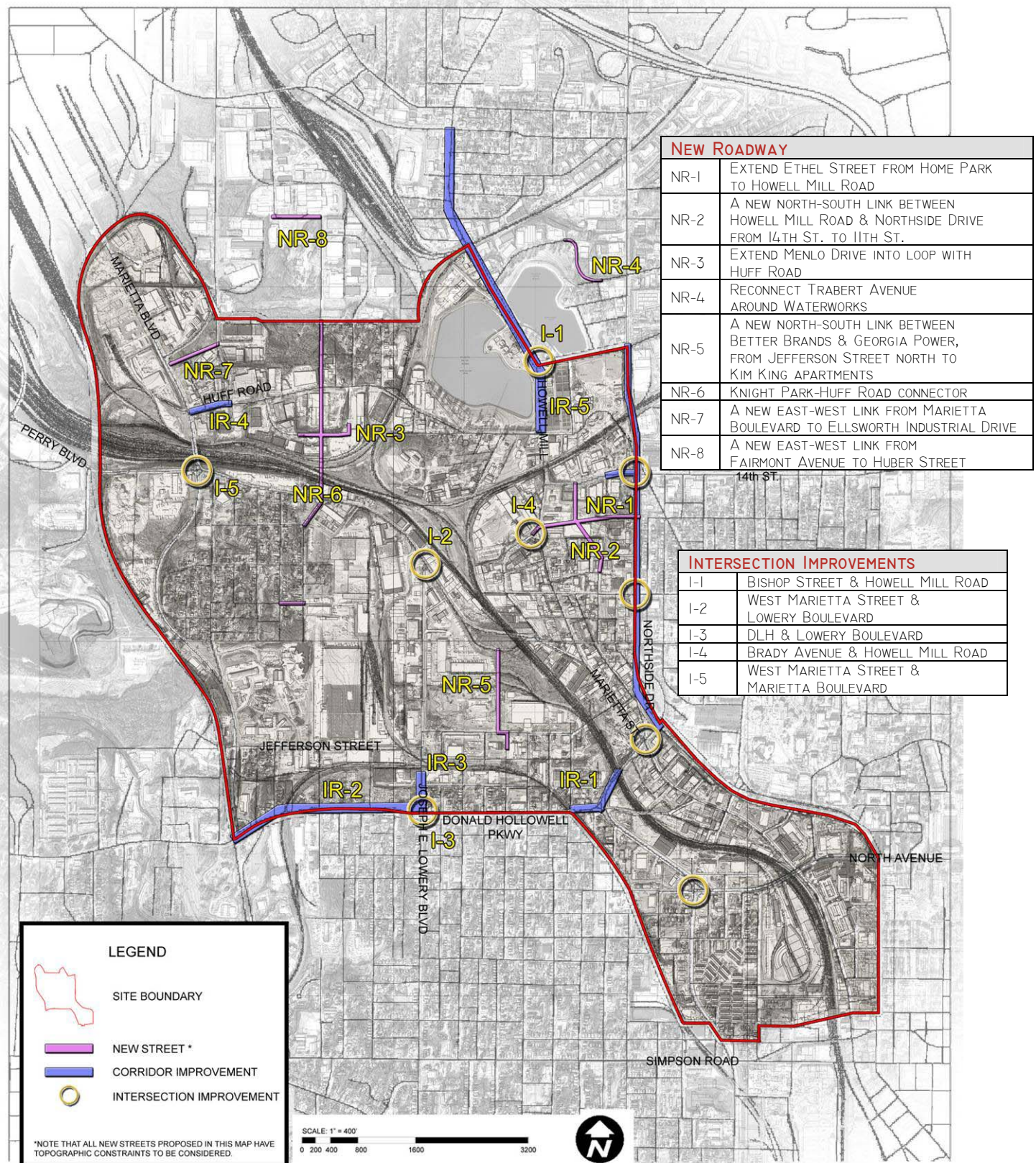


FIGURE 25 – PROPOSED TRANSPORTATION IMPROVEMENTS



IMPROVED ROADWAY	
IR-1	DONALD LEE HOLLOWELL PKWY CORRIDOR (NEAR NORTHSIDE DRIVE INTERSECTION)
IR-2	DONALD LEE HOLLOWELL PARKWAY CORRIDOR (WESTERN SECTION)
IR-3	LOWERY BOULEVARD CORRIDOR
IR-4	HUFF ROAD CORRIDOR
IR-5	HOWELL MILL ROAD CORRIDOR

FIGURE 26 – PROPOSED BICYCLE IMPROVEMENTS

